

# **ISSUES REPORT**

**FOX 17 WXMI**

**Fourth Quarter**

**October 1, 2008 – December 31, 2008**

**ISSUES REPORT**  
**FOX 17 WXMI 4th QUARTER**  
**October 1, 2008 – December 31, 2008**

Listing of issues and some "Fox 17 News" stories designed to focus on these ideas.

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1. **ARTS & CULTURE:**

- A. **"Russian Festival"** 11/8/08 0:34 10 pm  
The 13<sup>th</sup> annual Kalamazoo Russian festival was in Kalamazoo, with music, dancing, and Russian wrestling.
- B. **"Sinterklaas Eve"** 12/5/08 0:30 7 am  
Downtown Holland is transformed into an old Dutch village to celebrate Sinterklaas Eve. People wear historic winter outfits and ride on Dutch bicycles.
- C. **"Hurricane Art Exhibit"** 11/8/08 0:41 10 pm  
A new art exhibit began in Kalamazoo titled "Spared from the Storm" It is a 90 piece display brought to the Kalamazoo Institute of Art from the New Orleans Art Museum, which was devastated by Hurricane Katrina.
- D. **"Calvin Urban Sprawl Exhibit"** 11/7/08 0:23 6 am  
Calvin College has a new art exhibit that chronicles urban development, which is part of a bigger exhibition that open on November 14<sup>th</sup>.

2. **CRIME & SAFETY:**

- A. **"Halloween Safety"** 10/31/08 0:27 7 am  
Halloween safety tips for children were discussed.
- B. **"MDOT Bridge Report"** 11/5/08 1:31 10 pm  
A new report released by MDOT shows 68 bridges in West Michigan are "structurally deficient", meaning safety could be an issue in the future.
- C. **"Kroc Community Center"** 10/30/08 0:41 6 am  
Construction began today on the Kroc Community Center in Grand Rapids. Police feel this will prevent crime and keep their community safer by giving kids a safe play to learn and play.
- D. **"Portage Church Break-ins"** 10/22/08 0:52 7 am  
Eight churches in Portage were broken into over a few weeks' time, taking petty cash and electronic equipment. One suspect is in jail, they are still looking for the other.

3. **DRUGS & ALCOHOL:**

- A. **“Underage Drinking Awareness”** 10/11/08 0:34 6 am  
The Ottawa County Health Department kicked off its latest campaign targeting underage drinking at the GVSU tailgate homecoming party.
- B. **“Meth Cleanup Costs”** 12/5/08 0:48 10 pm  
Authorities are trying to find cheaper ways to clean up busted meth labs. They are trying a product called MDF500 which is biodegradable.
- C. **“Ignition Interlock Device”** 12/11/08 0:29 6 am  
A new legislation would require drivers who have been busted with a high blood alcohol level to install an ignition interlock device which measures their alcohol level before the car starts.
- D. **“Holland Sunday Alcohol”** 11/20/08 0:45 7 am  
The city council in Holland passed a vote allowing people to purchase beer and wine any day of the week.

4. **ECONOMY:**

- A. **“United Way Concerns”** 10/30/08 1:45 8 am  
With the tough economy right now, people aren’t giving as much as they used to, and the United Way programs are suffering for it. The calls for help have dramatically increased and they don’t have the funds to help everyone.
- B. **“Holiday Hop”** 12/4/08 1:09 7 am  
Grand Rapids East Fulton Business District got together for the Holiday Hop. The goal is to pump money into the local economy, and keep it from going to the national chains.
- C. **“Thrift Store Shopping”** 11/29/08 2:17 10 pm  
Many people are choosing to by second hand over brand new for the holidays this year due to the struggling economy.
- D. **“Local First Coupon Book”** 11/24/08 1:04 5 am  
Local First is selling its annual \$15 coupon book, offering discounts with more than 200 area merchants, hoping to boost the local economy.
- E. **“Charity Changes”** 11/21/08 2:14 10 pm  
With so many people in need due to the economy, “In the Image”, a local company offering free clothing, furniture, and house wares to people in need had to start taking appointments for the first time. They were overwhelmed with shoppers in their building.

5. **EDUCATION:**

- A. **“Real World Economics”** 12/19/08 0:36 6 am  
Students at Rogers Lane Elementary School learn about economics through a classroom marketplace where they buy, sell, and trade products.
- B. **“GRCC Culinary Program”** 12/4/08 2:26 10 pm  
The GRCC Culinary Institute focuses on learning the basics, as well as the science behind cooking. Students also are responsible for selling all the bakery products.
- C. **“CMU’s New GR Center”** 11/18/08 1:23 8 am  
Central Michigan University is expanding its programs by opening a new facility on the East Beltline.
- D. **“Hope College Nuclear Research”** 11/13/08 2:19 10 pm  
Hope College received a grant to develop a method of determining whether or not common minerals have been exposed to nuclear radiation.

6. **EMPLOYMENT:**

- A. **“Health Career Fair”** 11/20/08 1:12 7 am  
Education and Health care are the only industries seeing increased employment opportunities. So this health career fair will give students a change to talk with professionals about what field would best suit them.
- B. **“Gentex Job Cuts”** 12/5/08 2:15 10 pm  
Gentex announced it is cutting as many as 400 jobs. We look into how this will affect the community.
- C. **“Muskegon Census”** 12/9/08 2:12 10 pm  
A new survey by the Census Bureau says Muskegon has the highest unemployment rate for a city its size in the nation, but city leaders say the numbers are inaccurate.
- D. **“GRPS Possible Layoffs”** 12/16/08 1:19 5 am  
The Grand Rapids School District expects to lose more than 500 students over the next few months, along with millions of dollars in state funding. They were considering cutting 106 teachers jobs.
- E. **“Kalamazoo Job Growth”** 12/10/08 2:09 10 pm  
Great Lakes Aviation is a new business in Kalamazoo, but they are already adding jobs.

7. **ENVIRONMENT:**

- A. **“Clothing Matters”** 12/14/08 2:00 10 pm  
A store in Grand Rapids called “Clothing Matters” sells clothing made only of organic cotton and other sustainable fabrics like bamboo, soy and hemp.
- B. **“Green Communities”** 10/27/08 1:55 10 pm  
We look at a community built around being kind to planet Earth by building houses closer together and closer to shopping to discourage driving.
- C. **“Solar Power Innovator”** 12/7/08 1:48 10 pm  
An Ionia County man has been building high voltage systems, creating electricity from sunlight for years and is gaining national attention.
- D. **“Green Holiday Cards”** 11/30/07 1:47 10 pm  
A local company, Baudville, has created a line of cards that are environmentally responsible.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. **“Hate Crime Forum”** 10/31/08 0:51 7 am  
Dozens of people gathered at “The Crossroad Church” in Holland to hear from experts and victims of racism and hate.
- B. **“Racial Unity Project”** 10/14/08 0:35 10 pm  
Ten area high schools attending the “Calling All Colors” conference at Hope College. The goal is expose teens to other cultures and have discussions about race relations.
- C. **“Asian Language Programs”** 11/20/08 2:04 10 pm  
Calvin College has an Asian culture program that not only teaches students the language, but about the Asian culture.
- D. **“Proposal 2 Debate”** 10/18/08 1:03 10 pm  
We take a closer look at Proposal 2, which seeks to ban race and gender preferences in Government hiring, contracts, and public university admissions.

9. **FAMILY:**

- A. **“Operation Good Cheer”** 12/6/08 2:22 10 pm  
A local volunteer group provides holiday gifts for foster care kids, kids with disabilities and their families.
- B. **“Autism Event”** 11/19/08 0:33 6 am  
The Grand Rapids Children’s Museum has planned a special event geared towards families dealing with Autism.

- C. **“Life as a Transgender”** 11/14/08 4:43 10 pm  
We talk with Vanessa, who started life as a boy, but through hormone treatments, is changing into a woman. She discusses how it has affected her job, family, and school.
- D. **“Baby Mollie”** 11/13/08 4:15 8 am  
We talk to a family whose baby was born at 25 weeks, and learn about their long journey to make her a happy, healthy little girl.

10. **GOVERNMENT RESPONSIBILITIES:**

- A. **“Dealership impact”** 12/11/08 1:01 5 am  
We talk with some local car dealerships about the government bailout, and how it will affect them.
- B. **“Federal Heating Aid”** 12/6/08 0:24 10 pm  
The federal government is helping Michigan families in need with their heating bills this winter by releasing more than 5 billion dollars.
- C. **“Flood Damage Loans”** 11/20/08 0:29 7 am  
The Federal Government is helping victims of flood damage when the Kalamazoo River overflowed in September.
- D. **“Road Damage Federal Funds”** 10/24/08 0:26 10 pm  
The Federal Highway Administration has announced that it will release 2.4 million dollars to fix Michigan roadways damaged during this summer’s severe storms and flooding, including roads in Allegan and Ottawa County.

11. **HEALTH CARE:**

- A. **“Hospital Teachers”** 12/1/08 2:38 10 pm  
Helen Devos Children’s Hospital has teachers on staff you educate sick children when they can’t be in school.
- B. **“Radio Surgery”** 11/17/08 2:27 10 pm  
We take a look at a new procedure called “Radio Surgery” that shrinks tumors without harming the rest of the body.
- C. **“Alternative Medicine”** 10/27/08 2:43 10 pm  
We investigate different kinds of alternative medicine and determine which ones work for certain illnesses.
- D. **“Cancer Connection”** 10/6/08 1:45 10 pm  
The Van Andel Institute discovered a connection between a certain protein and cancer cells.

12. **HOUSING/ HUNGER:**

- A. **“Second Harvest Gleaners”** 10/30/08 2:51 8 am  
With food prices at an 18 year high, families are struggling to afford food for their families. Second Harvest Food Gleaners has been taking the product surpluses from all over the country and giving them to the needy.
- B. **“Kalamazoo Gospel Mission”** 10/24/08 0:18 6 am  
The Kalamazoo Gospel Mission is celebrating 75 years of helping the homes and less fortunate in the area.
- C. **“Mel Trotter Thanksgiving”** 11/28/08 0:33 7 am  
Mel Trotter had another successful year serving a Thanksgiving feast to needy families. This is the 13<sup>th</sup> year for their meal.
- D. **“Home Heating Help”** 11/24/08 0:41 7 am  
A dozen churches in Kalamazoo County are working together to help people with heating costs this winter by raising money.

13. **SPECIAL PROGRAMMING:**

- A. **“Vice Presidential Debates”** 10/2/08 9 pm
- B. **“Presidential Candidate Debates”** 10/7/08 9 pm

14. **YOUTH & ELDERLY:**

- A. **“Pearl Harbor Survivors”** 12/7/08 2:37 10 pm  
Every year fewer Pearl Harbor survivors are left. We share the stories of a few survivors.
- B. **“Michigan Youth Challenge Academy”** 10/27/08 0:47 5 am  
The Michigan Youth Challenge Academy provides a free program for 16 – 19 year olds who have dropped out of high school.
- C. **“Reading Buddies”** 12/11/08 1:03 7 am  
At Saint Stephen Catholic School, students write and illustrate their own books and read them to younger children.
- D. **“School Dropouts”** 10/02/08 2:06 10 pm  
Kalamazoo educators meet to discuss reasons why students drop out of school, and what can be done to prevent it.

# COMMUNITY ISSUES/PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 4<sup>th</sup> Quarter  
October 1 – December 31, 2008

Listing of some of the Public Service Announcements aired.

The Public Service Announcement list is updated monthly and the PSAs run in rotation.

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## 1. CRIME & SAFETY:

- |    |   |         |                        |
|----|---|---------|------------------------|
| A. | Bully Hotline   | :25/:30 | 10/1-12/31             |
| B. | The Jungle<br>Educates children on online safety tips                 | :30     | 10/1-12/31             |
| C. | MAB/Gambling/Call Wife<br>Teaches the danger of gambling              | :30     | 10/1-10/31, 12/1-12/31 |
| D. | Online Predators<br>Promotes online safety                            | :60/:30 | 10/1-12/31             |
| E. | Online Pictures<br>Warns about the dangers of posting pictures online | :60/:30 | 10/1-12/31             |
| F. | NFL Animal Cruelty<br>Educates about animal cruelty                   | :30     | 10/1-12/31             |
| G. | Teen Driving Safety<br>Promotes safe driving among teens              | :30/:30 | 10/1-12/31             |

## 2. DRUGS & ALCOHOL:

- |    |   |         |            |
|----|---|---------|------------|
| A. | MAB/For the Kids<br>Educates on the danger of tobacco                                   | :30     | 10/1-12/31 |
| B. | MAB DFM Dealer/Rattle<br>Warns about the dangers of prescription drugs and drug dealers | :30     | 10/1-12/31 |
| C. | High Driver<br>Partnership for a Drug Free America – advises the dangers of drugs       | :45     | 11/5-12/31 |
| D. | Binge Drinking Awareness<br>Educates on the dangers of binge drinking                   | :30     | 10/1-12/31 |
| E. | Anti-Steroids<br>Educates on the dangers of taking steroids                             | :60/:30 | 10/1-12/31 |
| F. | Underage Drinking<br>Educates on the dangers of underage drinking                       | :30/:15 | 12/1-12/31 |



- |    |  |                                 |             |
|----|--|---------------------------------|-------------|
| G. | Project Roadblock<br>Local TV discourages buzzed driving | :30/:30/:30/:30/:30/:30/:30/:15 | 12/26-12/31 |
|----|--|---------------------------------|-------------|

**3. EDUCATION:**

- |    |   |         |            |
|----|---|---------|------------|
| A. | Blowfish/Jones Kitty/ Sock<br>Encourages after school involvement to kids | :30     | 10/1-12/31 |
| B. | Global Warming<br>Teaches about the dangers of Global Warming             | :30     | 10/1-12/31 |
| C. | Donor Choose<br>Donate to Public Schools                                  | :30     | 10/1-12/31 |
| D. | MAB Plan First-Honest<br>Encourages planning for children                 | :30     | 10/1-10/31 |
| E. | MAB/Birds and Bees<br>Promotes sex education by parents                   | :30     | 11/1-12/31 |
| F. | College Access<br>Encourages kids to take college prep classes            | :60/:30 | 12/1-12/31 |
| G. | School Dropout Prevention<br>Encourages kids to stay in school            | :30     | 12/1-12/31 |

**5. HEALTH & FITNESS:**

- |    |   |             |            |
|----|---|-------------|------------|
| A. | Grandpa<br>Childhood Obesity Prevention                         | :30/:15     | 10/1-12/31 |
| B. | What Moves U<br>American Heart Association                      | :30         | 10/1-12/31 |
| C. | Brush your teeth<br>American Dental Association                 | :30         | 10/1-12/31 |
| D. | Jungle Book<br>Childhood Obesity Prevention (food pyramid)      | :30/:15/:10 | 10/1-12/31 |
| E. | NFL Play<br>Encourages kids to go outside, exercise and play    | :30/:15     | 10/1-12/31 |
| F. | MAB/Flu<br>Encourages people to take sick days when really sick | :30         | 11/1-12/31 |

**6. DIGITAL TRANSITION:**

- |    |             |         |            |
|----|-------------|---------|------------|
| A. | DTV Answers | :15/:30 | 10/1-11/30 |
|----|-------------|---------|------------|

## High Definition Television

- |    |  |             |            |
|----|--|-------------|------------|
| B. | Project Roadblock<br>Digital Transition education                            | :60         | 10/1-10/31 |
| C. | MAB/DTV Transition<br>Ernie Harwell informs about DTV transition             | :30/:20/:10 | 10/1-10/31 |
| D. | MAB/DTV Michigan Helpline<br>Offering local Michigan answers on DTV          | :60         | 11/1-12/31 |
| E. | NAB/DTV Transition<br>Encourages viewers to help others with converter boxes | :30/:30     | 12/1-12/31 |

## 7. **OTHER:**

- |    |  |                     |                        |
|----|--|---------------------|------------------------|
| A. | Appreciation<br>Teaches gratitude and appreciation to children         | :60/:30/:20/:15     | 10/1-12/31             |
| B. | Dreaming<br>Encourages children to follow their dreams                 | :60/:30/:20/:15     | 10/1-12/31             |
| C. | The Race<br>Encourages children to lend a helping hand to the disabled | :60/:30             | 10/1-12/31             |
| D. | Cafeteria<br>Promotes friendship in pre-teens                          | :60/:30/:20/:15     | 10/1-11/30             |
| E. | Optimism<br>Encourages confidence and never giving up hope             | :60/:30/:20/:15/:10 | 10/1-12/31             |
| F. | Reflection of Honor/Parents<br>National Guard                          | :30/:15             | 10/1-10/31, 12/1-12/31 |
| G. | March of Dimes<br>Education on premature babies                        | :60/:30/:15         | 10/1-12/31             |
| H. | Beetle Boy Wish<br>Make a Wish Foundation                              | :30/:60             | 10/1-12/31             |
| I. | MAB/Vote<br>Celebrities speak on importance of voting                  | :30                 | 9/1-9/30               |
| J. | Energy Efficiency<br>Promotes ways to save energy                      | :30/:15             | 10/1-12/31             |
| K. | Teen Adoption<br>Encourages teen adoption                              | :30/:30             | 12/1-12/31             |

**FOX 17 ON-AIR TALENT APPEARANCES**  
**4<sup>th</sup> Quarter 2008**

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FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved. The following lists some of the appearances made by news talent during the fourth quarter of 2008.

<u>DATE</u>	<u>TALENT</u>	<u>EVENT</u>
10/1/08	Kevin Craig	School of Weather Door Elementary
10/5/08	Christian Frank	Bikers for Babies March of Dimes West Michigan
10/10/08	Smita Kalokhe	West Ottawa Middle School Spoke to 7 <sup>th</sup> & 8 <sup>th</sup> graders on Local News
10/15/08	Kevin Craig	School of Weather Washington Street Elementary
10/17/08	Sarah Brodhead Jon Shaner, Emily Richett	Wine and Roses Fundraiser Cystic Fibrosis
10/22/08	Kevin Craig	School of Weather Meadow Ark
11/8/08	Tracy Forner Sarah Brodhead, Jon Shaner	Kalamazoo Holiday Parade
11/10/08	Michele DeSelms Christian Frank Tracy Forner, Sarah Brodhead	Signature Chefs Auction March of Dimes
11/11/08	Kevin Craig	School of Weather Woodside Elementary
11/13/08	Kevin Craig	School of Weather Schoolcraft Elementary
11/15/08	Tracy Forner	Unmasking the Faces of Autism Host for Autism Society of Kent County
11/19/08	Kevin Craig	School of Weather Creston High School

11/22/08	Christian Frank Michelle DeSelms	Grand Rapids Holiday Parade
12/17/08	Kevin Craig	School of Weather Union High School

**FOX 17 Special Projects**  
**4<sup>th</sup> Quarter 2008**

## **FOX 17 – WXMI Station Tours**

Throughout the 4<sup>th</sup> Quarter of 2008 FOX 17 has continued its commitment to service the community by offering free station tours. Organizations may schedule station tours to view what happens behind the scenes at WXMI FOX 17. Station tours give schools, scout groups, seniors, and many others a chance to ask questions, view the news room, control rooms, and the news studio. Tours are scheduled during regular working hours, from 8:00 AM – 5:00 PM and usually take about 20-30 minutes.

<u><b>DATE</b></u>	<u><b>TIME</b></u>	<u><b>ORGANIZATION</b></u>
11/25/08	12:30p	FSU Studio Productions Class
12/4/08	11:00a	Home school children from Rockford
12/4/08	11:30a	Home school children from Rockford

## **FOX 17 Community Calendar**

Throughout the 4<sup>th</sup> Quarter of 2008 FOX 17 has continued its commitment to non-profit organizations throughout the community by maintaining the “FOX 17 Community Calendar”. The Community Calendar is a way for local organizations to have their charitable event publicized at no charge. FOX 17 runs spots promoting the Community Calendar, both as a place to post your event and as a place to go to when you’re looking for a positive community event to get involved in. The “FOX 17 Community Calendar” is updated monthly and featured on [www.wxmi.com](http://www.wxmi.com).

**On Air Schedule:**                      October 1 – December 31, 2008 (:30 Spot & Online)

## FOX 17 Road Crew

The FOX 17 Road Crew is comprised of a group of station employees who attend local events and go to local attractions. They are the face of FOX 17 at public events giving away various items and great prizes. A couple new things for the Road Crew in the fourth quarter of 2008 include a new Road Crew Jeep (wrapped with the Road Crew logo and pictures of FOX 17 Entertainment Host, Emily Richett), and a FOX 17 Prize wheel where people can spin for many different prizes from t-shirts to tattoos and iPods to movie tickets. The FOX 17 Road Crew attended the following events in the 4<sup>th</sup> quarter of 2008:

<u>DATE</u>	<u>TIME</u>	<u>EVENT</u>
10/3/08	5-7:00p	Blitz Game of the Week Muskegon High School
10/5/08	12-2:30p	Bikers for Babies March of Dimes
10/10/08	5-7:00p	Blitz Game of the Week Caledonia High School
10/17/08	5-7:00p	Blitz Game of the Week Rockford High School
10/24/08	5-7:00p	Blitz Game of the Week Lowell High School
10/31/08	5-7:00p	Blitz Game of the Week Kenowa Hills High School
11/7/08	5-7:00p	Blitz Game of the Week Muskegon Oakridge High School

**On Air Schedule:** October 1 – November 10, 2008 (Online)



## **School of the Week – Morning News**

Each week during the 4<sup>th</sup> Quarter of 2008 the FOX 17 Morning News program chose a school or summer camp to highlight everyday during the newscast. To become the School of the Week students are encouraged to log onto [www.wxmi.com](http://www.wxmi.com) and fill out the entry form including why they think their school or camp is the best. The following is a list of schools and camps that were recognized as the FOX 17 School of the Week in the 4<sup>th</sup> Quarter of 2008:

- Week of October 6<sup>th</sup> – Park Elementary, Hudsonville
- Week of October 13<sup>th</sup> – Pinewood Middle School, Kentwood
- Week of October 20<sup>th</sup> – Reeths Puffer High School, Muskegon
- Week of October 27<sup>th</sup> – Portage Central Middle School
- Week of November 3<sup>rd</sup> – Hopkins Middle School, Allegan
- Week of November 10<sup>th</sup> – St. Andrews School, Grand Rapids
- Week of November 17<sup>th</sup> – Belding Middle School
- Week of November 24<sup>th</sup> – Waypoint Academy, Muskegon
- Week of December 1<sup>st</sup> – Gilkey Elementary, Plainwell
- Week of December 8<sup>th</sup> – St. Stevens Catholic School, East Grand Rapids
- Week of December 15<sup>th</sup> – Rogers Lane Elementary, Wyoming
- Week of December 22<sup>nd</sup> – Lee Middle and High Schools
- Week of December 29<sup>th</sup> – Byron Center West Middle School

**On Air Schedule:**                      October 1 – December 31, 2008 (Featured in news & Online)

## **School of Weather**

FOX 17's Meteorologist Kevin Craig has continued the School of Weather program to inform our younger community about different aspects of the weather. Any teacher or educator can sign up for a FOX 17 Weather Zone presentation at [www.wxmi.com](http://www.wxmi.com)! The FOX 17 Meteorologist gives presentations to kids in elementary schools to high schools as well as higher education classes and different interest groups. The following is a list of organizations that were visited in the 4<sup>th</sup> Quarter of 2008:

- Washington Street Elementary
- Meadow Ark Retirement Community
- Creston High School
- Schoolcraft Elementary
- Woodside Elementary
- Dorr Elementary
- Union High School

## **FOX 17 High School Blitz Game of the Week**

During the 4<sup>th</sup> Quarter of 2008 FOX 17 continued its support of local High School athletics by designating a High School varsity football game as our official, "Blitz Game of the Week". FOX 17 devotes 60 minutes solely to high school football and the Game of the Week home team during the FOX 17 Blitz Pre-Game Show. This is a new LIVE show that takes place on location at the Game of the Week and includes a tail-gate event that the FOX 17 Road Crew hands out free spirit towels to fans as well as having register to win for an iPod Nano and customized Bean Bag Game sets (that fans can play), a prize wheel, and Guitar Hero. The US Army is also at the event with a football toss game. FOX 17 continues the high school football coverage every Friday night after the News at Ten on the FOX 17 Blitz Post Game Show. The following is a list of games that were visited in the 4<sup>th</sup> Quarter of 2008:

- October 3<sup>rd</sup> – Hudsonville @ Muskegon High School
- October 10<sup>th</sup> – South Christian @ Caledonia
- October 17<sup>th</sup> – Muskegon @ Rockford
- October 24<sup>th</sup> – East Grand Rapids @ Lowell
- October 31<sup>st</sup> – Hudsonville @ Kenowa Hills
- November 7<sup>th</sup> – Grand Rapids West Catholic @ Muskegon Oakridge

### **On Air Schedule:**

October 1 – December 1, 2008 (Featured in news & Online)

## **March of Dimes – Signature Chef Auction**

FOX 17 teamed up with the March of Dimes for the second time in 2008, this time for their annual Signature Chef Auction on November 10<sup>th</sup> in the Steelcase Ballroom at Devos Place in downtown Grand Rapids. FOX 17 News at Ten anchors Christian Frank and Michele DeSelms served as co-hosts for the event and FOX 17 Morning News anchors Tracy Forner and Sarah Brodhead assisted. At this fundraising event, participants enjoyed exquisite cuisine, a silent auction and an opportunity to bid on culinary experiences hosted by the Signature Chefs. FOX 17 encouraged viewers to attend the event by producing and airing promotional spots and mentioning the event during both newscasts. The Signature Chef Auction had a web page on [www.wxmi.com](http://www.wxmi.com) with a link to the March of Dimes home page as well as the event being listed on the FOX 17 Community Calendar.

**On Air Schedule:** October 13 – November 10, 2008 (on-air :30/:20/:15/:10, online and featured in both newscasts)

## **March of Dimes - Bikers for Babies**

Bikers for Babies rain-out date for the annual event was on October 5, 2008; originally scheduled for September 14<sup>th</sup>. FOX 17 was again a proud sponsor of the event that took place at the Knoll Gas Motorsports Park at US 131 in Marin, MI. FOX 17 produced spots that ran at no charge to promote the event and the new event date as well as to build awareness for the March of Dimes. FOX 17 also featured this event on [www.wxmi.com](http://www.wxmi.com) along with information on how to register to take part in the event. The Bikers for Babies provides an opportunity for motorcycle clubs, dealerships, vendors and individuals to join together and ride to fight premature birth. Additionally, FOX 17's Christian Frank served as the host of the event and has been an integral part of planning and executing the Bikers for Babies 2008.

**On Air Schedule:** August 18 – October 5, 2007 (:30/:10 Spots & Online)

**WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - FOURTH QUARTER 2008**

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
Fox 17 Morning News	10/1-3/08	6am	4hrs	News	WXMI
"	10/6-10/08	6am	4hrs	News	WXMI
"	10/13-17/08	6am	4hrs	News	WXMI
"	10/20-24/08	6am	4hrs	News	WXMI
"	10/27-31/08	6am	4hrs	News	WXMI
"	11/3-7/08	6am	4hrs	News	WXMI
"	11/10-14/08	6am	4hrs	News	WXMI
"	11/17-21/08	6am	4hrs	News	WXMI
"	11/24-28/08	6am	4hrs	News	WXMI
"	12/1-5/08	6am	4hrs	News	WXMI
"	12/8-12/08	6am	4hrs	News	WXMI
"	12/15-19/08	6am	4hrs	News	WXMI
"	12/22-24/08	6am	4hrs	News	WXMI
"	12/26/08	6am	4hrs	News	WXMI
"	12/29-31/08	6am	4hrs	News	WXMI
Fox 17 News Replay	10/01/08	3am	60min	News	WXMI
"	10/6/08	3am	60min	News	WXMI
"	10/8/08	3am	60min	News	WXMI
"	10/20-21/08	3am	60min	News	WXMI
"	11/03/08	3am	60min	News	WXMI
"	11/5-6/08	3am	60min	News	WXMI
"	11/11-13/08	3am	60min	News	WXMI
"	11/18-20/08	3am	60min	News	WXMI
"	11/24/08	3am	60min	News	WXMI
"	11/26/08	3am	60min	News	WXMI
"	12/1-4/08	3am	60min	News	WXMI
"	12/8-11/08	3am	60min	News	WXMI
"	12/16-18/08	3am	60min	News	WXMI
"	12/23/08	3am	60min	News	WXMI
"	12/25/08	3am	60min	News	WXMI
First Business	10/1-3/08	4:30am	30min	News	Timeless Television
"	10/6-10/08	4:30am	30min	News	Timeless Television
"	10/13/08	4:30am	30min	News	Timeless Television
"	10/15/08	4:30am	30min	News	Timeless Television
"	10/17/08	4:30am	30min	News	Timeless Television
"	10/20-22/08	4:30am	30min	News	Timeless Television
"	10/27-29/08	4:30am	30min	News	Timeless Television
"	10/31/08	4:30am	30min	News	Timeless Television
"	11/3-4/08	4:30am	30min	News	Timeless Television
"	11/6-7/08	4:30am	30min	News	Timeless Television
"	11/10-14/08	4:30am	30min	News	Timeless Television
"	11/17-21/08	4:30am	30min	News	Timeless Television
"	11/24-28/08	4:30am	30min	News	Timeless Television
"	12/1-5/08	4:30am	30min	News	Timeless Television
"	12/8-12/08	4:30am	30min	News	Timeless Television
"	12/15-19/08	4:30am	30min	News	Timeless Television
"	12/22-24/08	4:30am	30min	News	Timeless Television
"	12/29-31/08	4:30am	30min	News	Timeless Television
Election News Coverage	11/04/08	6pm	2hrs	News	Fox Broadcasting
Election News Coverage	11/04/08	11pm	2hrs	News	Fox Broadcasting
Vice Presidential Debate	10/02/08	9pm	1hr:45min	PA	Fox Broadcasting
Presidential Debate	10/07/08	9pm	1hr:42min	PA	Fox Broadcasting
Obama Press Conference	11/07/08	2:47pm	30min	PA	Fox Broadcasting
Obama Press Conference	11/24/08	12:04pm	33min	PA	Fox Broadcasting

# WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - FOURTH QUARTER 2008

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
America's Most Wanted	10/04/08	9pm	1hr	PA	Fox Broadcasting
"	10/11/08	9pm	1hr	PA	Fox Broadcasting
"	11/01/08	9pm	1hr	PA	Fox Broadcasting
"	11/08/08	9pm	1hr	PA	Fox Broadcasting
"	11/15/08	9pm	1hr	PA	Fox Broadcasting
"	11/22/08	6pm	1hr	PA	Fox Broadcasting
"	11/29/08	9pm	1hr	PA	Fox Broadcasting
"	12/06/08	6pm	1hr	PA	Fox Broadcasting
"	12/13/08	9pm	1hr	PA	Fox Broadcasting
"	12/20/08	9pm	1hr	PA	Fox Broadcasting
"	12/27/08	9pm	1hr	PA	Fox Broadcasting
Fox News Sunday	10/05/08	9am	1hr	News	Fox Broadcasting
"	10/12/08	9am	1hr	News	Fox Broadcasting
"	10/19/08	9am	1hr	News	Fox Broadcasting
"	10/26/08	9am	1hr	News	Fox Broadcasting
"	11/02/08	9am	1hr	News	Fox Broadcasting
"	11/09/08	9am	1hr	News	Fox Broadcasting
"	11/16/08	9am	1hr	News	Fox Broadcasting
"	11/23/08	9am	1hr	News	Fox Broadcasting
"	11/30/08	9am	1hr	News	Fox Broadcasting
"	12/07/08	9am	1hr	News	Fox Broadcasting
"	12/14/08	9am	1hr	News	Fox Broadcasting
"	12/21/08	9am	1hr	News	Fox Broadcasting
"	12/28/08	9am	1hr	News	Fox Broadcasting
Fox 17 News At Ten	10/01/08	10pm	60min	News	WXMI
"	10/02/08	10:44pm	46min	News	WXMI
"	10/03/08	10pm	90min	News	WXMI
"	10/4-5/2008	10pm	60min	News	WXMI
"	10/06/08	10:42pm	43min	News	WXMI
"	10/08/08	10pm	60min	News	WXMI
"	10/09/08	11:09pm	34min	News	WXMI
"	10/10-11/2008	10pm	90min	News	WXMI
"	10/12/08	11:30pm	60min	News	WXMI
"	10/14/08	12:18am	21min	News	WXMI
"	10/14/08	10pm	60min	News	WXMI
"	10/16/08	12:02am	28min	News	WXMI
"	10/16-21/2008	10pm	60min	News	WXMI
"	10/23/08	12:12am	30min	News	WXMI
"	10/23/08	11:47pm	43min	News	WXMI
"	10/24/08	10pm	90min	News	WXMI
"	10/26/08	11:52pm	55min	News	WXMI
"	10/27/08	10:47pm	34min	News	WXMI
"	10/28/08	10pm	60min	News	WXMI
"	10/29/08	10:31pm	59min	News	WXMI
"	10/30/08	10pm	60min	News	WXMI
"	10/31/08	10pm	90min	News	WXMI
"	11/1-6/08	10pm	60min	News	WXMI
"	11/07/08	10pm	90min	News	WXMI
"	11/8-12/29/08	10pm	60min	News	WXMI
"	12/30/08	11pm	60min	News	WXMI
"	12/31/08	10pm	60min	News	WXMI

DATE	PROGRAM	DAY	TIME	ISCI	PSA DESCRIPTION	LENGTH
4-Dec-08	KITCHEN NIGHTMARES	THU	8:14:40P	OLPC2008011	AMAZON.COM/ 1 LAPTOP PER CHILD	:15
4-Dec-08	KITCHEN NIGHTMARES	THU	9:52:58P	FKFF6122	KAISER FAMILY FOUNDATION/PATTERN	:15
5-Dec-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:55:50P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
6-Dec-08	COPS	SAT	8:22:29P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
6-Dec-08	AMERICA'S MOST WANTED	SAT	9:55:46P	FKFF6121	KAISER FAMILY FOUNDATION/PATTERN	:30
7-Dec-08	RS REGIONAL PREKICK	SUN	12:59:43P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
7-Dec-08	NFL REGIONAL GAME	SUN	2:43:08P	XNPW380230H	NFL/ UNITED WAY/ BOB SANDERS	:30
7-Dec-08	RS NATIONAL PRE-KICK	SUN	4:12:11P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
7-Dec-08	NFL NATIONAL GAME	SUN	5:46:06P	XNPW380230H	NFL/ UNITED WAY/ BOB SANDERS	:30
7-Dec-08	KING OF THE HILL	SUN	7:06:41P	PSA30PAUSE08R	KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
7-Dec-08	KING OF THE HILL	SUN	7:26:11P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
7-Dec-08	KING OF THE HILL	SUN	7:36:47P	FZAA0707	FOUNDATION FOR A BETTER LIFE/ SP. ATHLETE	1:00
7-Dec-08	KING OF THE HILL	SUN	7:55:36P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
7-Dec-08	KING OF THE HILL	SUN	8:07:38P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
10-Dec-08	SECRET MILLIONAIRE	WED	8:49:28P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
11-Dec-08	SECRET MILLIONAIRE	THU	8:49:13P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
12-Dec-08	DON'T FORGET THE LYRICS	FRI	9:50:09P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
13-Dec-08	COPS	SAT	8:21:59P	FKFF6121	KAISER FAMILY FOUNDATION/PATTERN	:30
13-Dec-08	AMERICA'S MOST WANTED	SAT	9:56:41P	OLPC2008010	AMAZON.COM/ 1 LAPTOP PER CHILD	:30
16-Dec-08	HOUSE	TUE	8:12:19P	PSADTV15EDELSTN	FOX DIGITAL TRANSITION/LISA EDELSTEIN	:15
16-Dec-08	HOUSE	TUE	8:50:37P	015GD18NAB11007	NAB/DIGITAL TRANSITION "IT'S A BOX"	:15
19-Dec-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:52:54P	FKFF6122	KAISER FAMILY FOUNDATION/PATTERNS	:15
19-Dec-08	DON'T FORGET THE LYRICS	FRI	9:53:29P	OLPC2008011	AMAZON.COM/ 1 LAPTOP PER CHILD	:15
20-Dec-08	COPS	SAT	8:22:19P	CNMM74301	AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
20-Dec-08	AMERICA'S MOST WANTED	SAT	9:56:25P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
21-Dec-08	RS PREGAME	SUN	12:54:41P	CHILDHEATLTHFUND	CHILDREN'S HEALTH FUND	:30
21-Dec-08	NFL REGIONAL GAME	SUN	2:42:06P	XNPW380230H	NFL/ UNITED WAY/ BOB SANDERS	:30
21-Dec-08	NFL REGIONAL GAME	SUN	3:04:37P	XNPW380230H	NFL/ UNITED WAY/ BOB SANDERS	:30
21-Dec-08	AMERICAN DAD	SUN	7:09:27P	FZAA0796	FOUNDATION FOR A BETTER LIFE / CONCERT	1:00
21-Dec-08	AMERICAN DAD	SUN	7:36:01P	FZAA0470	FOUNDATION FOR A BETTER LIFE/ PINATA	1:00
23-Dec-08	HOUSE	TUE	8:04:46P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
24-Dec-08	BONES	WED	8:50:28P	TFMM015PP01	MARLEY AND ME/ AM KENNEL CLUB	:15
24-Dec-08	BONES	WED	9:58:06P	OLPC2008011	AMAZON.COM/ 1 LAPTOP PER CHILD	:15
25-Dec-08	KITCHEN NIGHTMARES	THU	8:53:48P	TFMM015PP01	MARLEY AND ME/ AM KENNEL CLUB	:15



DATE	PROGRAM	DAY	TIME	ISCI	PSA DESCRIPTION	LENGTH
25-Dec-08	KITCHEN NIGHTMARES	THU	9:54:29P	FKFF6122	KAISER FAMILY FOUNDATION/PATTERNS	:15
26-Dec-08	DON'T FORGET THE LYRICS	FRI	9:54:18P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
27-Dec-08	COPS	SAT	8:21:35P	FOXALZ302009	FOX SUPPORTS ALZHEIMER'S	:30
27-Dec-08	AMERICA'S MOST WANTED	SAT	9:35:19P	TFMM030PP01	MARLEY AND ME/ AM KENNEL CLUB	:30
28-Dec-08	NFL REGIONAL GAME	SUN	3:12:30P	CHILDHEATLTHFUND	CHILD HEALTH FUND 1	:30
28-Dec-08	NFL NATIONAL GAME	SUN	5:00:32P	CHILDHEATLTHFUND	CHILD HEALTH FUND 1	:30
28-Dec-08	AMERICAN DAD	SUN	7:09:15P	FZAA0796	FOUNDATION FOR A BETTER LIFE / CONCERT	1:00
28-Dec-08	AMERICAN DAD	SUN	7:26:30P	TFMM030PP01	MARLEY AND ME/ AM KENNEL CLUB	:30
28-Dec-08	AMERICAN DAD	SUN	7:35:54P	FZAA0001	FOUNDATION FOR A BETTER LIFE/HOCKEY	1:30
28-Dec-08	KING OF THE HILL	SUN	8:57:39P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
29-Dec-08	HOUSE	MON	8:14:01P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30
30-Dec-08	HOUSE	TUE	8:30:35P	FKFF6122	KAISER FAMILY FOUNDATION/PATTERNS	:15
30-Dec-08	HOUSE	TUE	8:52:02P	TFMM015PP01	MARLEY AND ME/ AM KENNEL CLUB	:15
31-Dec-08	BONES	WED	9:09:38P	NAB8RRRANIM30EN	NAB/DIGITAL RETRO ANIMATION REVISED	:30